Erickson SENIOR LIVING® | BRAND AMBASSADORS

Brand Ambassador Program Charter

This charter outlines the responsibilities and expectations of team members who have agreed to be an Erickson Senior Living brand ambassador at their work location.

Brand ambassadors are:

- **Enthusiastic representatives of the Erickson Senior Living brand.** Ambassadors understand how the brand reinforces our mission, vision, values, and brand promises and emulate our company culture in their interactions with residents, teammates, and guests.

- **Knowledgeable of brand standards.** With the help of the Brand team, ambassadors understand the importance of brand consistency and seek to gain a deeper understanding and appreciation of Erickson Senior Living's brand standards.

- **Observant brand guardians.** As the brand's eyes and ears at their workplace, brand ambassadors pledge to monitor and encourage brand consistency at their location.

- **Positive thought-generators.** Ambassadors collaborate with the Brand team and each other to develop and share recommendations that will make the Erickson Senior Living brand even better and stronger.

- **Problem-solving partners.** Ambassadors help to identify enterprise-wide brand challenges and implement solutions at their workplace.

Thank you for serving as an Erickson Senior Living brand ambassador. We appreciate your help and commitment!